What is Claimed Is:

1. An ink-jet printable heat-transfer medium, comprising a base substrate having a surface coated with:

a) a hot-melt layer comprising a thermoplastic polymer having a melting point in the range of about 60°C to about 180°C, and

b) an ink-receptive layer overlaying the hot-melt layer, the ink-receptive layer comprising (i) non-polymeric organic particles that are a reaction product of a diamine and two molecules, each molecule having at least one carboxylic acid group and at least five carbon atoms, (ii) thermoplastic polymer particles, and (iii) a thermoplastic film-forming binder having a melting point in the range of about 60°C to about 180°C.

2. The heat-transfer medium of claim 1, wherein the non-polymeric organic particles have a molecular weight in the range of about 400 to about 1000.

3. The heat-transfer medium of claim 2, wherein the non-polymeric organic particles have a molecular weight in the range of about 500 to about 700.

4. The heat-transfer medium of claim 2, wherein the reaction product is N,N'-1,2-ethanediylbisoctadecanamide.

5. The heat-transfer medium of claim 1, wherein the thermoplastic polymer particles are selected from the group consisting of polyolefin, polyamide, and polyester particles.

6. The heat-transfer medium of claim 5, wherein the thermoplastic polymer particles are polyamide particles.

7. The heat-transfer medium of claim 6, wherein the polyamide particles have a size distribution with a diameter size in the range of about 5 μm to about 50 μm and a surface area in the range of about 10 m^2/g to about 40 m^2/g.

8. The heat-transfer medium of claim 1, wherein the thermoplastic polymer in the hot-melt layer comprises a polymer selected from the group consisting of waxes, polyamides, polyolefins, polyesters, poly(vinyl chloride), poly(vinyl acetate), polyacrylates, polystyrene, acrylic acid, and methacrylic acid, and copolymers and mixtures thereof.

9. The heat-transfer medium of claim 1, wherein the thermoplastic film-forming binder in the ink-receptive layer comprises a polymer selected from the group consisting of polyamides, polyolefins, polyesters, polyurethanes, poly(vinyl chloride), poly(vinyl acetate), polyethylene oxide, polyacrylates, polystyrene, polyacrylic acid, and polymethacrylic acid, and copolymers and mixtures thereof.

10. The heat-transfer medium of claim 1, wherein the ink-receptive layer further comprises a dye fixative agent.

11. The heat-transfer medium of claim 10, wherein the dye fixative agent is an organic metal complex.

12. The heat-transfer medium of claim 1, wherein the ink-receptive layer further comprises a plasticizer.

13. The heat-transfer medium of claim 1, wherein the base substrate is a paper.

14. The heat-transfer medium of claim 13, wherein the paper is coated with a layer of silicone.

15. The heat-transfer medium of claim 13, wherein the paper is scored with a peel line.

16. A method for applying an image to a fabric material, comprising the steps of:

a) providing an ink-jet printable heat-transfer medium, the medium comprising a base substrate having a front surface and back surface, the front surface coated with: i) a hot-melt layer comprising a thermoplastic polymer having a melting point in the range of about 60°C to about 180°C, and ii) an ink-receptive layer overlaying the hot-melt layer, the ink-receptive layer comprising non-polymeric organic particles that are a reaction product of a diamine and two molecules, each molecule having at least one carboxylic acid group and at least five carbon atoms; thermoplastic polymer particles; and a thermoplastic film-forming binder having a melting point in the range of about 60°C to about 180° C;

b) printing an image on the front surface of the substrate with an ink-jet printer;

c) placing the imaged substrate on a fabric material so that the printed image faces downwards and contacts the fabric;

d) applying heat to the backside of the substrate so that the imaged film coating is pressed into the fabric and the image is transferred to the fabric; and

e) peeling the substrate away from the transferred printed image on the fabric.

17. The method of claim 16, wherein the heat is applied to the substrate by means of an iron.

18. The method of claim 16, wherein the fabric is a white T-shirt.